Orientation of our Strategy

Although many companies within our line of work would opt for an orientation surrounding the product, given the many features and benefits of the product, we vary slightly in the fact that we aim to be both product and market oriented. We acknowledge the fact that our product has the selling points to attract consumers based on its own merits, but we recognize the ever changing patterns in business and consider market orientation to be ideal for our campaign. We aim to organize and allocate our resources according to the needs, wants and desires of our target market. Although product orientation is also be a viable option, we aim to extensively analyze our market through research and design our product according to customer specifications. We, as a company, aim to benefit from aspects of both product and market orientation. We intend to do this by constantly altering the features, advantages and benefits of our product according to the wants of our consumer. Thus, in relating the consumers taste to our core strengths we build and enhance our market presence and reach.

There are a multitude of advantages to be accrued from divulging in both product and market orientation. “Firms can focus on internal quality ,Technological investment can be applied to a wide range of products ,Economies of scale can more easily occur and it allows outsourcing of production—the firm is essentially a design house ” (WJEC Business Studies)

The benefits of this hybrid orientation extends to enhanced flexibility to demand patterns, comprehension of the needs and wants of the customer, and options for product development and diversification. (WJEC Business Studies)

SWOT ANALYSIS

Strengths

We operate in a niche market, which has the potential to expand into various other consumer bases. We aim to market our product mainly towards pro, novice and amateur camera users. Camera users are our primary targets since our product adapts most to their convenience, and once we gain a foothold in the market we would be able to expand and diversify into other electronic markets like phones and laptops.

Our product offers customers a chance to simplify the process of taking photos and accessing them on your laptop. It grants users the option to wirelessly transfer pictures from directly from a camera into your laptop. Our product has provides significant convenience to the user through the web based interface. Additionally, customers can also upload pictures directly to their social media accounts like Flickr and Facebook, which could easily prove to be a massive asset towards tapping into a younger demographic of consumers. This effectively provides us with a technological edge over our competitors, and thus we are open to a number of market penetration strategies in order to maximize sales. Our pricing strategy is also reasonable enough to attract customers, within the context of the technology and benefits being offered.

A steady stream of updates is intended to enhance customer loyalty and spread brand awareness as to the features and benefits of our products. An active online community will help discuss and solve problems for the conveniences of the registered users. Customer satisfaction plays a pivotal role in our strategy to retain as many customers as possible, while employing a loyalty rewards system which will enable customers to promote our product.

Features and benefits like increased capacities, video support, geo tagging and hotspot access are one of the plethora of opportunities available for us to diversify and attract a larger audience. Each of these would help to gradually tap into markets relating to phone, laptop , and handheld game consoles.

“ What makes the Eye-Fi card so special is that it's so simple. From its size and shape that's no different from a standard SD card to the unobtrusive way it works, it's just wonderful. The Eye-Fi card is also not limited to one camera. You can stick it into any camera with an SD Card slot you so happen to take along and the Eye-Fi card will dutifully upload pictures taken. So you just snap along and the pictures are automatically uploaded as soon as the camera is within range of the notebook with the Eye-Fi Manager software.” (Review of the Eye-Fi, Conrad )

The ability to go wireless is almost necessary in this day and age, and we plan to use this necessity towards our advantage against our competitors. Environmental Factors. High quality, high performance SD cards are not a normal occurrence within the market, and as such are relatively ignored with regards to advancements and diversification. A vast majority of our competitors are still confined to producing normal, non-wireless SD cards which have no distinguishable quality which sets it apart. Our product is an improvement on all those products and we plan to market it as so. With the information being processed on the internet, our consumers and knowledgeable and well informed. With that taken into consideration, we expect them to realize the potential in our product, given its wireless ability, in contrast to every other SD card producer out there. Within this lies our Unique Selling Proposition, and sets the foundation for us to out-sell our competitors.

We aim to utilize our superior technology to provide users with a flawless performance that they are sure to remember. We further hope to enhance our customers experience with the presence of an online community which will provide user support and feedback. We hope to achieve a certain standard that the users will be able to distinguish from the rest of our competitors. Our aim is to market our quality.

Weaknesses

Our primary weakness revolves around the fact that we lack substantial market presence, representation or reputation. Despite the presence of websites and online communities to aid the client, we still lack a full fledged marketing campaign that would attract users and generate further activity and revenue with respect to our website.

We could improvement the amount of information available for access to consumers interested in our product. We should take advantage of the fact that our product offers features that allows users to be directly linked to their social networking accounts. With this mind, we should deploy an advertising campaign focusing mainly on demographics concerned with using such networking sites. Our main advantage is convenience, and we need to convey this convenience across to the users as something that they are missing. Advertising on sites like Flickr, especially, would greatly enhance our customer base since most users are avid photo enthusiasts. And young avid photo enthusiasts are exactly the kind of demographic that we intend to target.

We should avoid losing the simplicity value of our product. One of our key features is that our product can be used by professional, novice and amateur photographers. With our constant stream of software updates , we can easily lose sight of our goal of simplicity by trying to over achieve in terms of technical features. We should ensure that there exists a fine line between simple convenience and unnecessary excessiveness. Customer retention is pivotal to the success of our marketing strategy and, as such, every alteration to the features of the product should revolve around their needs and conveniences.

There is one key nagging issue that is yet to be addressed by our company. “Eye-Fi does not support the use of SD to CF card adapters with the Eye-Fi Card. Eye-Fi has not tested the Eye-Fi Card in cameras designed to use CF cards and has no explicit knowledge to share about the success of these adapters when used with an Eye-Fi Card. We only support the Eye-Fi Card in cameras designed to use SD or SDHC cards.” (Known Issues, EYE-Fi Support)

This effectively reduces the scope of our target market since only certain cameras appear to be compatible with our product. This is where our extensive online support community comes into play, offering in-depth support and coverage to whichever user requires it. Our main aim should be to enhance compatibility of our card as soon as possible before we get singled out into a negative category.

- There have also been reports of reduced wireless range and connectivity. This is yet another issue that must be addressed by our technical department in order to ensure customer satisfaction. The fact that we are pioneers in our market, being the first to insert an 802.11b/g wireless radio into a 2gb memory card, also works as a disadvantage since we have no previous cases to go on and must break ground every time we go forward.

Opportunities

Our primary advantage is the advent of social networking websites and its immense marketing propensity. With the youth and old people combined, flocking towards the pastures of social networks , it is increasingly conceivable to promote your product through such channels. Our added advantage comes from the fact that we offer features specifically relating to sites like Facebook and Flickr, This can prove to has massive potential in the promotion of our product. If we can generate siginificant interest within the online social community with regards to the capabilities and convenience provided by our product, we would be greatly increasing our prospects of sales and future customers. Consumers would be more than willing to seize an opportunity to reduce two tasks into one in order to streamline their workflow, and that is exactly what we offer with our uploading features.

“If camera companies think that the Internet has changed everything about photography, it hasn't been reflected in many of their design decisions. They dabbled with integrating networking into point-and-shoot models a few years ago. But when the feature didn't immediately catch on, they largely abandoned it, ceding camera connectivity to the [Eye-Fi](http://techland.time.com/2010/03/23/eye-fi-announces-budget-friendly-x2-wireless-sd-cards/), an SD memory card with built-in Wi-Fi and the ability to upload photos to Facebook, Flickr, Picasa, and other sharing sites.” (Camera Phones vs Cameras, McCracken)

A service is provided called Eye-Fi premium which automatically backs up all your images and video. This is one of many product development strategies available to our company, in order to lengthen our product’s lifecycle, by appealing to users desiring enhanced security and presence of mind.

"People are engaged in photography at a deeper level than ever before. They have moved from being casual photographers to passionate enthusiasts, shooting in RAW for more extensive editing, adding geotags for a richer experience or using an online gallery to share their work," said Jef Holove, CEO of Eye-Fi. "These people are looking for tools that advance the art of photography and make it more efficient – and the Eye-Fi Pro does both." ( EYE-Fi Unveiled, Brozio ) . This effectively expands and enhances our market base, and fulfills our objectives for Market development.

Threats

Establishing brand recognition and a market base poses itself as a significant threat to our revenue stream.

Our primary threat originates from our primary weakness, our lack of market representation. Due to this lack we can suffer serious consequences due to the limited extent of our brand recognition. This opportunity can easily be seized by foreign competitors looking to penetrate the market with cheap, low quality derivatives of our product.

Quality standards must be taken seriously in order to maintain customer loyalty and relate our brand image to a certain quality of service. Customers must be constantly addressed through the online help forums and technical issues must be taken care of.

Reducing the compatibility and software issues with regards to our product can pose itself as a threat, if we do not quickly respond to the demands of the customer.

Just as technology acts to our advantage over competitors, it can also be detrimental towards our product. The potential for new technology, like a camera with wireless capabilities which would bypass the utility of our product, is always lurking and we should be conscious as to maintain an intensive research and development program in order to enhance product development.

Money, Management and Materials

Money

A significant portion of our budget should be allocated towards Market Research. Based on these results, albeit primary or secondary, we can distribute our funds accordingly among our various departments. Departments that should take financial priority however should be the ones promoting our campaign, and therefore addressing our lack of market presence and representation. Departments that fall under this category involve the research and development team, and the entire online marketing department concerned with affiliate marketing , pay per click banners, and search engine optimization.

Management

There are several managerial positions that are required in order to co-ordinate the efforts of the organization, in line with its goals and objectives. Like every organization, we have the need for supervisors and line managers, in order to adequately organize and allocate resources according to the needs of the organization. There should be manager for customer service representatives, in order to regulate and enhance customer lifetime value. There should be a team of technical staff, and supervisors, constantly on hand to aid the online community.

Other necessary job titles include:

* Head of Research and development – in charge of ensure that we provide the competitive edge, and maintain it.
* Supply chain managers – in charge of ensuring good relations with suppliers of our resources.
* Quality testers and evaluators - in charge of regulating and maintaining our standard of quality, for all products coming off the line.
* Head of Global Operations – Organize and allocate the necessary needs of the organization, on a global basis.
* Head of PR – in charge of public relations
* Head of Finances – in charge of Budgetting and Accounting

Materials

Given that our competitive edge lies within the makeup of our product, a wireless memory card, the materials involved in the production process play a vital role. We plan to outsource a majority of our production where costs are cheap. In accordance, we have established relations with technological resource suppliers, with regards to the supply of our chip equipment. Of these materials, the storage unit of the memory card and the wireless transponder are the most integral elements.

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